



LEO BURNETT U.S.A.  
ADVERTISING

PRUDENTIAL PLAZA · CHICAGO, ILLINOIS 60601 · 312-565-5959

April 30, 1985

Mr. James Thompson  
Philip Morris U.S.A.  
120 Park Avenue  
New York, NY 10017

Re: Philip Morris U.S.A. - Corporate Affairs U.S.A. ROP

Dear Jim:

This letter is to confirm the addition of the following newspapers to the Vietnam Veterans Memorial ROP schedule:

<u>Paper</u>	<u>Date</u>
NY Chief Leader (Civil Service Paper)	4/19
NY The City Sun (Black Weekly)	5/1
NJ Orechko Publications (Weekly Community)	w/o 4/25

Spanish ROP will not be used for this corporate schedule.

The revised cost for this corporate schedule is: \$154,543.

Best Regards,

LEO BURNETT U.S.A.

*Kathleen I. McArthur*

Kathleen I. McArthur  
Media Buyer/Planner

/11

cc: Mr. Claude Beck - PMCo.  
Mrs. Cheryl Lee - PMCo.  
Ms. Linda Miller - PMCo.

2040688617

Adelaide · Amsterdam · Athens · Auckland · Bangkok · Beirut · Bogota · Brisbane · Brussels · Buenos Aires · Cairo · Caracas · Chicago ·  
Copenhagen · Detroit · Frankfurt · Hong Kong · Kuala Lumpur · London · Los Angeles · Madrid · Manila · Melbourne · Mexico City · Miami · Milan ·  
Montreal · New York · Panama City · Paris · San Juan · Santiago · Santo Domingo · São Paulo · Singapore · Sydney · Tokyo · Toronto · Wellington